

Market Summary Report

# Data Management and Analytics

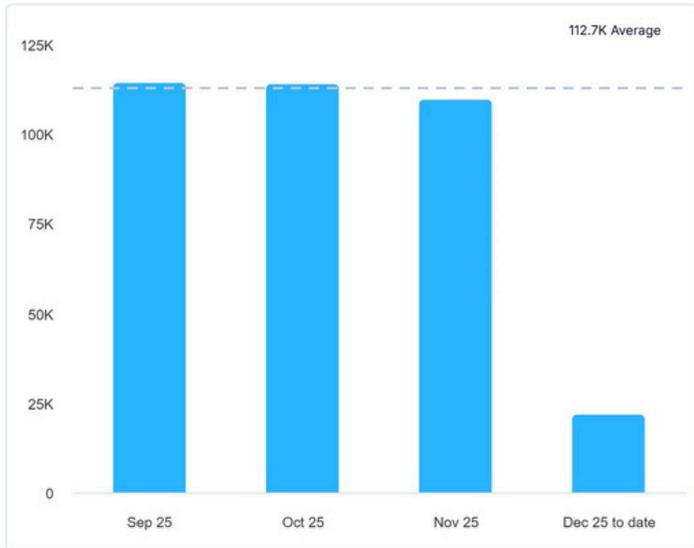


## Executive Summary

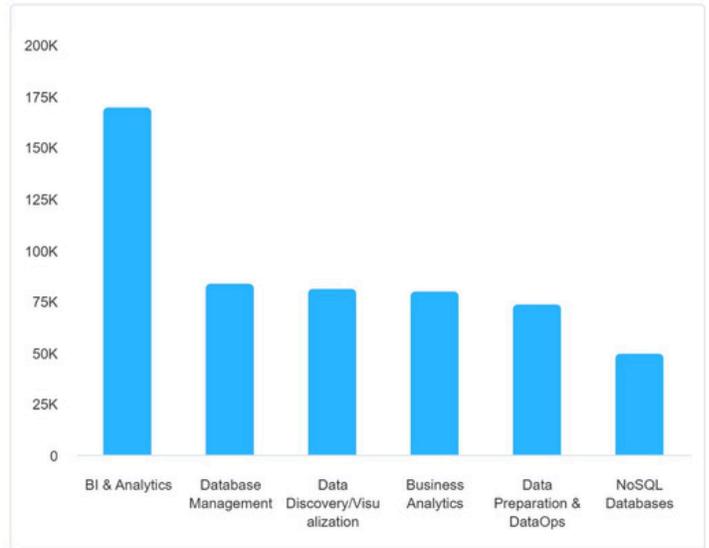
### Key Metrics



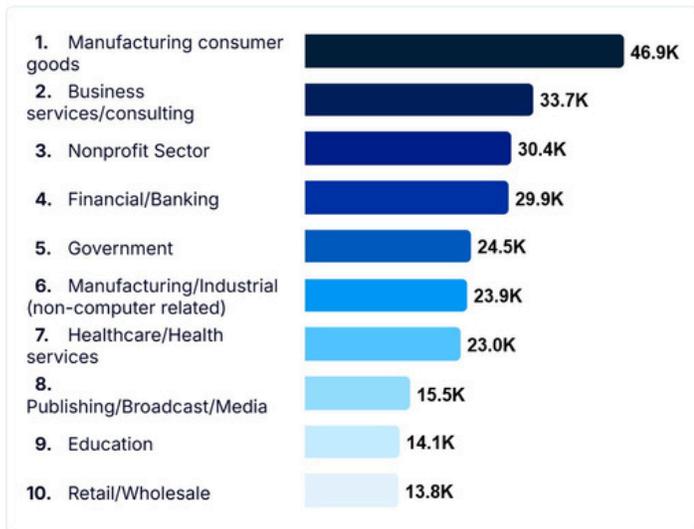
### Buyer Activity Over Last 90 Days



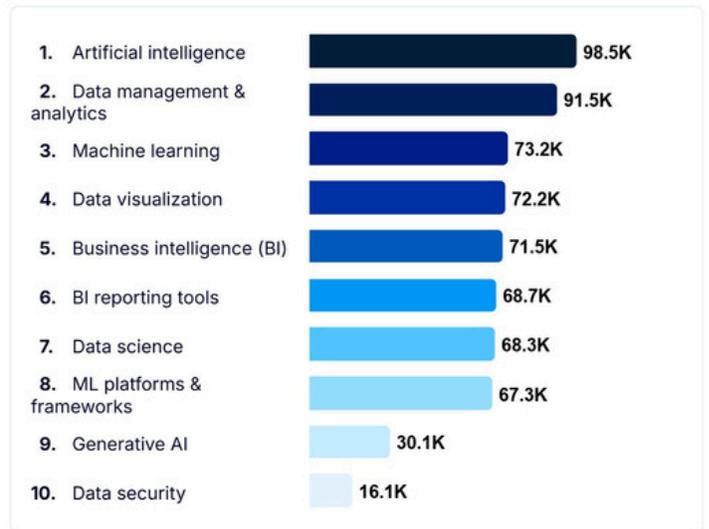
### Most Active Submarkets by Activity



### Buyer Activity By Industry



### Topics Driving the Most Buyer Activity

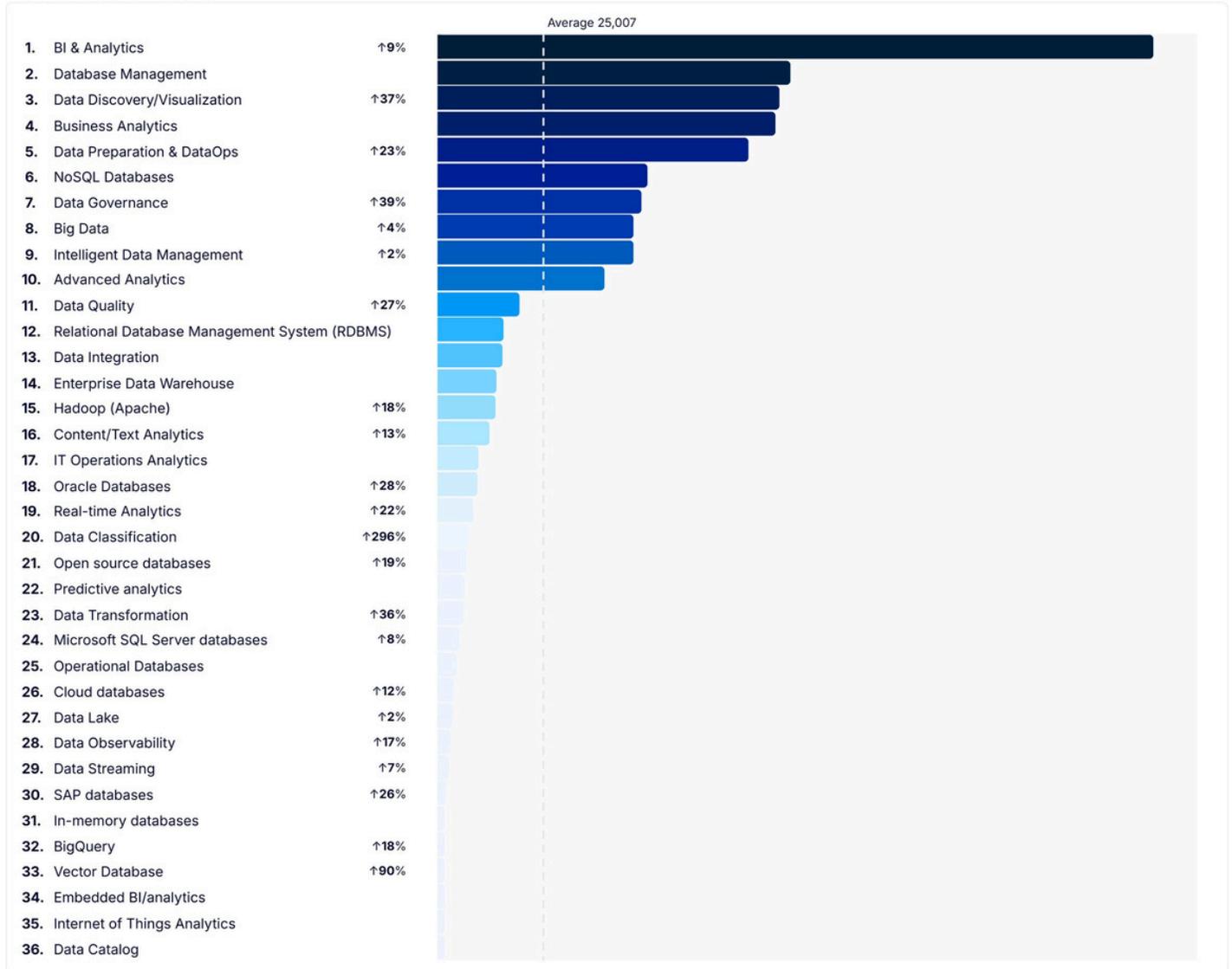


Source: Informa TechTarget Buyer Intent Data

Filtered By: Market = Data Management and Analytics; Industries = Aerospace, Agriculture/Forestry, Automotive, Business services/consulting, Communications/Telecom supplier, Education, Electronics, Financial/Banking, Government, Healthcare/Health services, Hospitality, Insurance (non-Healthcare), Inter... Submarkets = All Region = Global; Employees = All; N = 47,608 Accounts; Timeframe = 9/8/25 - 12/6/25;

## Submarket Activity

Total Market Activity = 336,450

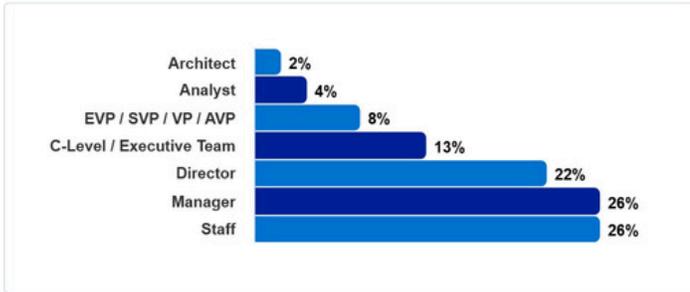


Source: Informa TechTarget Buyer Intent Data

Filtered By: Market = Data Management and Analytics; Industries = Aerospace, Agriculture/Forestry, Automotive, Business services/consulting, Communications/Telecom supplier, Education, Electronics, Financial/Banking, Government, Healthcare/Health services, Hospitality, Insurance (non-Healthcare), Inter... Submarkets = All Region = Global; Employees = All; N = 47,608 Accounts; Timeframe = 9/8/25 - 12/6/25;

## Buyer Profile

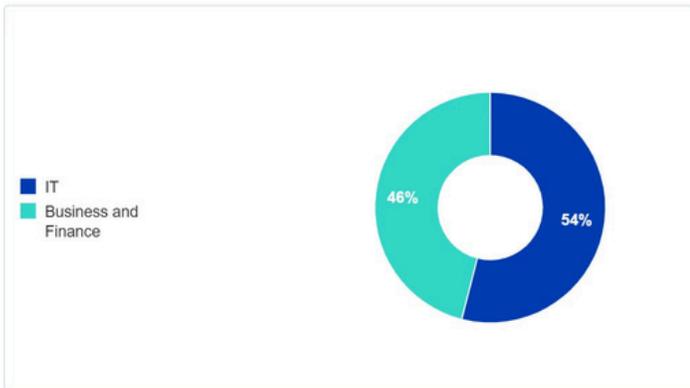
### Research Activity by Seniority



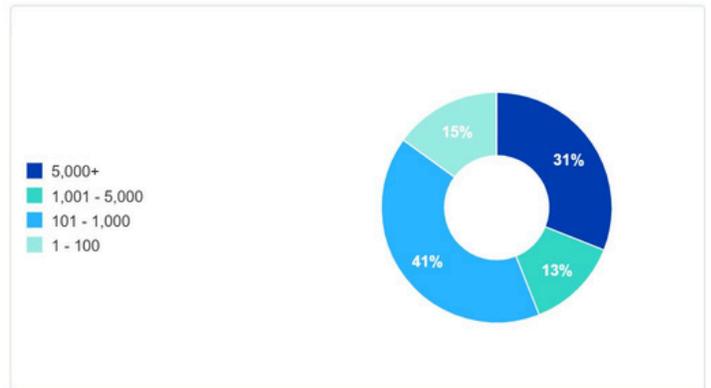
### Research Activity by Region



### Research Activity by Job Function Category



### Research Activity by Number of Employees



### Most Active Job Functions

Name	Percent Change
1. IT Systems management	↓ 5%
2. Security Systems	↓ 13%
3. IT Infrastructure and Cloud Operations	↓ 3%
4. Finance / Accounting	↑ 29%
5. Application / Software Development	↓ 17%
6. Other Business Professionals	↓ 30%
7. BI / Analytics / AI / Machine Learning and Data Science	↑ 35%
8. Chief Information Officer	↑ 45%
9. Engineering: Non-Data Center / IT	↓ 10%
10. Product Management	↓ 10%

### Most Active Industries

Name	Percent Change
1. Manufacturing consumer goods	↑ 33%
2. Business services/consulting	↓ 5%
3. Nonprofit Sector	↑ 28%
4. Financial/Banking	↑ 11%
5. Government	
6. Manufacturing/Industrial (non-computer related)	↑ 31%
7. Healthcare/Health services	↓ 6%
8. Publishing/Broadcast/Media	↓ 12%
9. Education	↓ 10%
10. Retail/Wholesale	↑ 2%

Source: Informa TechTarget Buyer Intent Data

Filtered By: Market = Data Management and Analytics; Industries = Aerospace, Agriculture/Forestry, Automotive, Business services/consulting, Communications/Telecom supplier, Education, Electronics, Financial/Banking, Government, Healthcare/Health services, Hospitality, Insurance (non-Healthcare), Inter... Submarkets = All Region = Global; Employees = All; N = 47,608 Accounts; Timeframe = 9/8/25 - 12/6/25;

## Topics

### Most Researched Topics

1. Artificial intelligence	21. IT general
2. Data management & analytics	22. IT cost management
3. Machine learning	23. Customer experience
4. Data visualization	24. Database management
5. Business intelligence (BI)	25. Database management systems (DBMS)
6. BI reporting tools	26. Data Security Posture Management (DSPM)
7. Data science	27. Data quality management
8. ML platforms & frameworks	28. Sensitive & secret data
9. Generative AI	29. Data classification
10. Data security	30. Threat detection
11. Analytics	31. Risk management
12. Open source software	32. MapReduce platforms
13. Large language model (LLM)	33. Big data processing platform
14. APIs	34. AI in customer service
15. AI agent	35. Real-time analytics
16. Agentic AI	36. Application integration
17. Data governance	37. Compliance
18. Data access	38. RDBMS
19. Enterprise AI	39. AI-related cybersecurity risks
20. Big data	40. Data insights

### Trending Topics

1. AI-related cybersecurity risks	+4499%
2. Key management systems	+2369%
3. Insider threats	+2345%
4. Customer self-service applications	+1919%
5. AI-assisted software development	+1555%
6. Data Security Posture Management (DSPM)	+1071%
7. Quantum computing	+1044%
8. Conversational AI	+957%
9. Credential stuffing	+849%
10. Cloud visibility	+839%
11. Cloud data lake	+718%
12. Edge AI	+697%
13. Data mesh	+591%
14. AI customer service agent	+530%
15. Post-quantum cryptography (PQC)	+523%
16. AI-powered threat detection	+521%
17. Contact center operations	+494%
18. AI in customer service	+469%
19. Data loss	+454%
20. Data audit & monitoring	+446%

**Source:** Informa TechTarget Buyer Intent Data

**Filtered By:** Market = Data Management and Analytics; Industries = Aerospace, Agriculture/Forestry, Automotive, Business services/consulting, Communications/Telecom supplier, Education, Electronics, Financial/Banking, Government, Healthcare/Health services, Hospitality, Insurance (non-Healthcare), Inter... Submarkets = All Region = Global; Employees = All; N = 47,608 Accounts; Timeframe = 9/8/25 - 12/6/25;

## Content

### Key Metrics

<p>TOTAL EDITORIAL ARTICLES READ</p> <p><b>4,027</b> ↓ 6%</p>	<p>TOTAL VENDOR PDFs DOWNLOADED</p> <p><b>1,115</b> ↓ 6%</p>	<p>TOTAL WEBINARS VIEWED</p> <p><b>1,791</b> ↓ 2%</p>
---	--	---

### Top Expert Features, Tutorials, and Tips 📌

1. AI agent frameworks: A guide to evaluating agentic platforms
2. Data retention in the UK: How long should you keep data?
3. How AI governance manages risk at scale for enterprises
4. How to delete a local Git branch
5. Top strategies for securing access to EHRs
6. 8 best practices for securing RESTful APIs
7. 7 API discovery best practices for complete visibility
8. Types of backup explained: Incremental vs. differential vs. full, etc.
9. Top 4 AI chatbot privacy concerns and how to mitigate them
10. 7 data modeling techniques and concepts for business

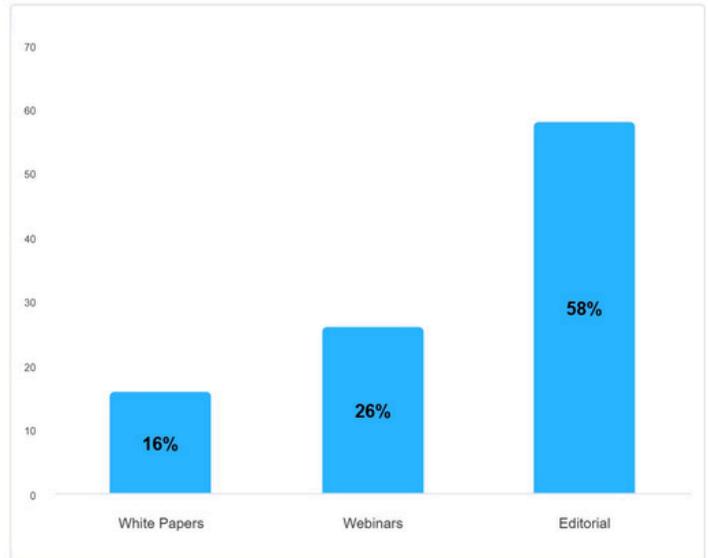
### Top Vendor PDFs and White Papers 📌

1. Maximizing Contact Center Operations With Generative AI Assistants Backed By Responsible AI Principles
2. Big Data Glossary
3. Ensuring HA for SAP HANA in the Cloud Comparing SUSE HAE and SIOS LifeKeeper for Linux
4. 5 Use Cases for Audit Professionals Take Back Their Time
5. Transforming Retail with AI-Powered Visual Media Management
6. Nailing the Customer Profile in the Future of AI Agents
7. MarketReader Launches Its Real-Time Market Analysis Platform and AI Newsletter in Eight Months Using Nasdaq® and AWS
8. Enable a zero-ETL future
9. The Cycle of Healthcare Data: Creation, Gathering, and Handling
10. Connecting Your People, Processes, and Data with Autodesk PLM

### Top Webinars and Videos 📌

1. Embracing AI Without Compromising Data Security
2. Exploring The Next Frontier of Systems Engineering: SysMLv2
3. Modernize Your Cyber Risk Management with Agentic AI
4. AI vs. AI: Transforming Cybersecurity Through Proactive Technologies
5. Threat Hunting with Google Threat Intelligence: Accelerating Investigations with AI (APAC Timezone)
6. Maximising the value of your 2025 reporting outputs
7. AI-Driven Cyber Resilience: Transforming SOC Operations for Modern Enterprises and MSSPs
8. Closing the Gaps: Strengthen Endpoint Security with Proactive Remediation
9. GenAI Storytelling: Turning Technical Complexity into Business Impact
10. Building an Endpoint AI Strategy: The Potential Productivity Gains of AI PCs

### Content Mix: Assets Consumed by Type



**Source:** Informa TechTarget Buyer Intent Data  
**Filtered By:** Market = Data Management and Analytics; Industries = Aerospace, Agriculture/Forestry, Automotive, Business services/consulting, Communications/Telecom supplier, Education, Electronics, Financial/Banking, Government, Healthcare/Health services, Hospitality, Insurance (non-Healthcare), Inter... Submarkets = All Region = Global; Employees = All; N = 47,608 Accounts; Timeframe = 9/8/25 - 12/6/25;

## Vendors Influencing

### Key Metrics

<b>TOTAL VENDORS INFLUENCING</b> <b>397</b> ↓ 10%	<b>UNIQUE VENDOR ASSETS CONSUMED</b> <b>2,525</b> ↓ 3%	<b>ACTIVITY ON VENDOR CONTENT</b> <b>73,902</b> ↑ 9%
--	---	---

### Trending Influencers ⓘ

This list highlights some vendors that are currently popular with buyers. For each vendor, learn what specific topics are being researched by potential customers (what they're interested in learning about) and which topics are capturing their attention.

<b>Snowflake</b> <hr/> <b>Trending Topic Areas</b> <ul style="list-style-type: none"> <li>Unstructured data</li> <li>AI agent</li> <li>Data transformation</li> <li>SQL</li> <li>AI observability</li> <li>Python</li> </ul>	<b>Hitachi Vantara</b> <hr/> <b>Trending Topic Areas</b> <ul style="list-style-type: none"> <li>Cyber resilience</li> <li>Data integrity</li> <li>Sensitive &amp; secret data</li> <li>Enterprise data</li> <li>IT risk management</li> <li>Zero-trust model</li> </ul>
<b>Salesforce</b> <hr/> <b>Trending Topic Areas</b> <ul style="list-style-type: none"> <li>Artificial intelligence</li> <li>Responsible AI</li> <li>AI strategy</li> <li>AI governance</li> <li>Data readiness</li> <li>Data integration</li> </ul>	<b>Alteryx</b> <hr/> <b>Trending Topic Areas</b> <ul style="list-style-type: none"> <li>Analytics</li> <li>IT automation</li> <li>Data cleansing</li> <li>AI/ML platform</li> <li>Managing third-party risk</li> <li>Fraud detection</li> </ul>
<b>Hewlett Packard</b> <hr/> <b>Trending Topic Areas</b> <ul style="list-style-type: none"> <li>Artificial intelligence</li> <li>Data access</li> <li>Data compliance</li> <li>Data architecture</li> <li>Data security</li> <li>Hybrid clouds</li> </ul>	<b>Splunk</b> <hr/> <b>Trending Topic Areas</b> <ul style="list-style-type: none"> <li>Observability</li> <li>Predictive analytics</li> <li>Compliance</li> <li>Cloud cost management</li> <li>AI/ML models</li> <li>Cloud migration</li> </ul>
<b>IBM</b> <hr/> <b>Trending Topic Areas</b> <ul style="list-style-type: none"> <li>Generative AI</li> <li>Digital AI assistant</li> <li>Contact center operations</li> <li>Customer service and support</li> <li>Customer experience</li> <li>AI in customer service</li> </ul>	<b>Qlik</b> <hr/> <b>Trending Topic Areas</b> <ul style="list-style-type: none"> <li>Analytics</li> <li>Artificial intelligence</li> <li>Data readiness</li> <li>Data quality management</li> <li>Data integration</li> <li>Data governance</li> </ul>
<b>Broadcom</b> <hr/> <b>Trending Topic Areas</b> <ul style="list-style-type: none"> <li>Artificial intelligence</li> <li>Root cause analysis (RCA)</li> <li>Network performance mgmt</li> <li>Network automation</li> <li>Observability</li> <li>Data governance</li> </ul>	<b>Amazon Web Services</b> <hr/> <b>Trending Topic Areas</b> <ul style="list-style-type: none"> <li>Generative AI</li> <li>IT cost management</li> <li>Analytics</li> <li>Agentic AI</li> <li>Enterprise data</li> <li>Machine learning</li> </ul>

**Source:** Informa TechTarget Buyer Intent Data  
**Filtered By:** Market = Data Management and Analytics; Industries = Aerospace, Agriculture/Forestry, Automotive, Business services/consulting, Communications/Telecom supplier, Education, Electronics, Financial/Banking, Government, Healthcare/Health services, Hospitality, Insurance (non-Healthcare), Inter... Submarkets = All Region = Global; Employees = All; N = 47,608 Accounts; Timeframe = 9/8/25 - 12/6/25;

## About Intent Data and Market Monitor

The data in this report is powered by Informa TechTarget's Market Monitor. Market Monitor is an online market intelligence application that provides access to purchase intent trends and buyer behavioral insights across 240+ technology submarkets. Informa TechTarget monitors buyer intent data from the millions of daily activities of in-market organizations who conduct B2B tech research using buy-cycle content on our gated sites, as well as vendor resources and content. Activities include editorial page views across the Informa TechTarget network, downloads of sponsored vendor white papers and PDF assets, video, and webinar views on Informa TechTarget's BrightTALK, and page views of vendor resources and content. Percent change shown throughout the data sets represents a comparison of the selected timeframe to the previous timeframe of the same length.

Not all intent data is created equal—much of what other intent sources provide comes from third-party cookies tied to content that is unrelated to B2B tech purchasing. Informa TechTarget removes data that doesn't provide the strongest, most relevant signals of purchase intent. Thousands of technology vendors rely on and trust the active intelligence and insights from Informa TechTarget.

## How to Leverage Our Intent Data

Intent data can help you understand which types of accounts and personas are in market, which vendors they're engaging with, what content they're consuming, and which topics are trending. These analytics, in conjunction with Informa TechTarget's analyst-led research, can help you validate and optimize go-to-market strategies, improve positioning and targeting, better align internal teams, and manage change in real time.

## How to Source

All citations must include the following attribution. For market, submarkets, and other filters, please use the sourcing provided at the bottom of each interior page of this report.

Informa TechTarget Buyer Intent Data, Market, Submarket(s), filter(s), timeframe

## How to Customize This Report

This point-in-time report is based on aggregated purchase-intent data from a predetermined demographic of in-market buyers conducting research on the technology market(s) described within. You can dig deeper with the Market Monitor feature within the Informa TechTarget Portal by selecting your own custom filters—including Market, Submarket, Region, Employee Count, and Timeframe—in order to analyze specific segments of buyer behavior.

## About Informa TechTarget

Informa TechTarget (Nasdaq: TTGT) informs, influences and connects the world's technology buyers and sellers, to accelerate growth from R&D to ROI. With unique insight into the tech market, we offer expert-led, data-driven, digitally enabled services for measurable impact. Informa TechTarget is headquartered in Boston, MA and has offices in 19 global locations. For more information, visit [informatechtarget.com](http://informatechtarget.com) and follow us on LinkedIn.

©2025 TechTarget, Inc. All rights reserved. The Informa TechTarget name and logo are subject to license. All other logos are trademarks of their respective owners. Informa TechTarget reserves the right to make changes in specifications and other information contained in this document without prior notice.